

Name: _____

Business Communication

Directions:

Evaluate the student by checking the appropriate number or letter to indicate the degree of competency. The rating for each task should reflect **employability readiness** rather than the grades given in class.

Rating Scale:

- 3 Mastered** – can work independently with no supervision
- 2 Requires Supervision** – can perform job completely with limited supervision
- 1 Not Mastered** – requires instruction and close supervision
- N No Exposure** – no experience or knowledge in this area

3	2	1	N	A. Develop Communication Foundation Skills	Notes:
				1. Practice pronunciation and enunciation	
				2. Ask questions to clarify information	
				3. Organize thoughts for written and oral communication.	
				4. Demonstrate basic research techniques (e.g., library, Internet, and surveys)	
				5. Select appropriate materials for reports and presentations	
				6. Use a variety of references and resources (e.g., dictionary, thesaurus, and spell check)	
				7. Use notetaking skills that incorporate critical listening and reading techniques	
				8. Interpret messages, articles, and supporting graphic materials	
				9. Interpret information from manuals, computer printouts, and electronic sources	
				10. Use proper English and appropriate vocabulary when communicating	
				11. Use acceptable standards for grammar, mechanics, and word usage	
				12. Use bias-free language (e.g., gender, race, religion, physical challenges, and sexual orientation)	
				13. Use the proper techniques to make an oral presentation	
				14. Use acceptable steps in the writing process (e.g., plan, compose, edit, and produce)	
				15. Write business documents using the correct style, format, and content	
				16. Distinguish between paraphrasing, documentation, and plagiarism	
				17. Document all sources (e.g., print and electronic) using current standards	
				18. Proofread documents for correct grammar, spelling, and punctuation	
				19. Edit business documents to ensure that they are effective (e.g., clear, concise, and consistent)	
				20. Select the appropriate reading method (e.g., skimming, scanning, speed-reading, and in-depth reading) for a particular situation	
				21. Identify factors that affect readability of text (e.g., sentence length, word selection, and type size)	
				22. Identify major barriers to listening	
				23. Use active listening techniques	
				24. Interact effectively with people from diverse backgrounds	

				25. List examples of how nonverbal messages have different meanings in various cultures	
				26. Interpret nonverbal cues in messages	
				27. Use appropriate telephone techniques to gather and record information	
				28. Record complete and accurate telephone messages	
				29. Evaluate media and oral presentations analytically and critically	
				30. Distinguish between fact, inference, and judgment in communication	
				Other:	

3	2	1	N	B. Develop Social Communication Skills	Notes:
				1. Demonstrate appropriate etiquette and manners in different situations (e.g., diversity, dining, and meetings)	
				2. Demonstrate professional and ethical behavior	
				3. Explain the role self-concept plays in personal and professional life	
				4. Discuss the impact of time management practices on personal and professional image	
				5. Practice simple introductions in different situations	
				6. Demonstrate appropriate work ethics (e.g., work area, attitude, punctuality, appearance, and behavior)	
				7. Work cooperatively with peers and authority figures (e.g., show tact, courtesy, and respect)	
				8. Explain the importance of following the chain-of-command	
				9. Explain the value and impact of interpersonal relationships	
				10. Discuss types of discrimination and the impact on an interpersonal relationship	
				11. Demonstrate appropriate responses to passive, assertive, and aggressive behaviors	
				12. Practice conflict resolution	
				13. Apply the principles of group dynamics in structured activities	
				14. Discuss issues positively and tactfully	
				Other:	

3	2	1	N	C. Use Technological Communication	Notes:
				1. Select the appropriate technology for transmitting messages	
				2. Demonstrate the appropriate use of electronic messaging technologies (e.g., FAX, voice mail, conference calls, chat rooms, and e-mail)	
				3. Apply the etiquette rules for electronic messaging (e.g., e-mail, cellular telephone, and voice mail)	
				4. Use voice input and recognition tools	
				5. Use scanning hardware and layout, design, and graphics software to enhance documents	

				6. Address ethical issues regarding ownership and the use of electronically generated information	
				7. Discuss ways to keep data secure from theft and destruction	
				Other:	

3	2	1	N	D. Develop Employment Communication Skills	Notes:
				1. Write a formal application letter	
				2. Complete job application forms	
				3. Create a resume in print (traditional and scannable) and online formats	
				4. Demonstrate interview skills	
				5. Prepare responses to commonly asked interview questions	
				6. Prepare a list of questions to ask an interviewer	
				7. Prepare responses to illegal and discriminatory interview questions	
				8. Discuss the significance of nonverbal communication in interviewing	
				9. Write a thank-you message	
				10. Use correct strategies for accepting or rejecting a job offer (e.g., oral and written)	
				11. Discuss appropriate oral and written actions when leaving a job under different circumstances (e.g., resignation and termination)	
				12. Create an employment portfolio	
				Other:	

3	2	1	N	E. Develop Organizational Communication Skills	Notes:
				1. Discuss communication techniques as they apply to internal and external customers	
				2. Employ appropriate communication strategies for dealing with dissatisfied customers (e.g., face-to-face discussions, electronic correspondence, and writing)	
				3. Discuss office politics	
				4. Discuss the positive and negative aspects of the "grapevine"	
				5. Discuss the impact of expressing courtesy and gratitude to colleagues	
				6. Show interest and support for the ideas of others	
				7. Write personal notes to colleagues in special circumstances (e.g., express congratulations, sympathy, and appreciation)	
				8. Discuss sexual harassment and its implications in the workplace	
				9. Plan a meeting to achieve an identified purpose (e.g., schedule the facilities, arrange for a speaker, and notify the participants)	

				10. Involve all participants in a meeting	
				11. Lead a brainstorming session	
				12. Use appropriate leadership language (e.g., optimism, encouragement, and action)	
				13. Demonstrate proper parliamentary procedures	
				14. Use delegation techniques	
				15. Use techniques to provide appropriate feedback	
				16. Discuss the basic concepts of negotiation	
				17. Lead a group activity that promotes team-building concepts	
				18. Discuss the importance of taking responsibility for all communication (e.g., ethical and legal)	
				Other:	